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10/22/51*

fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1951

january

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february

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, OCTOBER 19, 1951</u>			
Friday Oct. 19 9:30 A.M.	PRESS PREVIEW OF SPRING COLLECTION Davidow will present the Advance Spring collection at a preview for the press, coinciding with a regular buyers' showing. By invitation only. Davidow Contact: PE. 6-6909. N.Y. Dress Institute Contact: LA. 4-0461.	DAVIDOW, INC.	550 SEVENTH AVENUE SHOWROOM
Friday Oct. 19 12:30 P.M. Luncheon	FASHION SHOW AT SPECIAL LUNCHEON Showing of Fall and Winter fashions for the American Association of Textile Chemists and Colorists. Show Coordinator: Sidney Dee Bloeme, JU.6-4490. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	N.Y. DESIGNERS & MANUFACTURERS	HOTEL PIERRE COTILLION ROOM

SPRING OPENINGS: MEMBERS OF FASHION ORIGINATORS GUILD OF AMERICA (FOGA)

<u>FRIDAY, OCT. 19</u>			
Fred Greenberg Dress Co.10:30 A.M. & 2:30 P.M.	550 7th, LO.	4-5820
Milmont Gowns, Co., Inc.1:00 P.M. & 4:00 P.M.	530 7th, CH.	4-2617
Martin Simon, Inc.	Continuous daily.	498 7th, LA.	4-2877
<u>SATURDAY, OCT. 20</u>			
Ed Gerrick, Inc.2:30 P.M.	550 7th, LO.	4-1820
<u>MONDAY, OCT. 22</u>			
Capri Frocks, Inc.10:30 A.M. & 2:30 P.M.	1372 B'way, WI.	7-7430
Nathan Strong, Inc.11:30 A.M.; 1:30 P.M.; 3:30 P.M.	530 7th, PE.	6-7590
<u>TUESDAY, OCT. 23</u>			
International Dress Co., Inc.	Continuous daily	1400 B'way, LA.	4-7100
Parnis-Livingston, Inc.12:00 Noon	530 7th, BR.	9-5012
Ben Reig, Inc.2:30 P.M.; thereafter 10:00 A.M., Tues., Wed., Thurs., only.	498 7th, CH.	4-1542
Herbert Sondheim, Inc.10:30 A.M. & 2:30 P.M.	530 7th, LA.	4-7540
Talmack, Inc.1:00 P.M. & 4:00 P.M.	530 7th, BR.	9-1195
<u>WEDNESDAY, OCT. 24</u>			
Elfreda-Fox, Inc.1:00 P.M.	498 7th, CH.	4-2659
Nat Kaplan, Inc.10:30 A.M.; 1:15, 4:00 P.M.	498 7th, LO.	5-4115
<u>THURSDAY, OCT. 25</u>			
Hansen Bang, Inc.2:30 P.M.	498 7th, BR.	9-4020
<u>TUESDAY, OCT. 30</u>			
Paul Parnes Corp.2:30 P.M.	498 7th, CH.	4-4600
<u>WEDNESDAY, OCT. 31</u>			
Joseph Halpert, Inc.10:30 A.M. & 2:30 P.M.	530 7th, WI.	7-7400
<u>TUESDAY, NOV. 7</u>			
Deitsch, Wersba & Coppola.10:30 A.M.	512 7th, PE.	6-6872
<u>TUESDAY, NOV. 13</u>			
Suzanne-Augustine.10:30 A.M. & 2:30 P.M.	1 W. 47th, PL.	7-3465

Contact: Leonard W. Gendler, Executive Secretary, FOGA, CH. 4-6945.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, OCTOBER 22, 1951</u>			
Monday Oct. 22 10:00 A.M. Coffee	PRESS PREVIEW: RESORT AND SPRING COLLECTION Sylvan Rich will present "Brown-Stone Front", his new Martini Designed collection for Resort and Spring. By invitation only. <u>Trade Showings:</u> Wednesday, Oct. 24 at 10:30 A.M. and 2:30 P.M.; daily thereafter at 10:30 A.M. Publicity: Mildred Kaldor, MU. 9-5420.	MARTINI DESIGNED	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR
Monday Oct. 22 3:30 P.M.	RESORT & SPRING DRESS COLLECTION Preview of Resort & Spring collection of afternoon, cocktail and evening dresses, designed by Miguel Dorian. By invitation. <u>Trade showings:</u> Oct. 23 and Oct. 24 at 3:30 P.M. Publ.: Pauline Greene, MU. 7-8297.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM-10TH FLOOR
Beginning Monday Oct. 22 4:00 P.M.	OPENING OF RESORT COLLECTION Lawrence Gaines will present his Resort collection at 4:00 P.M. daily. <u>Press preview of Spring collection on Wednesday, Nov. 7 at 4:00 P.M.</u> By invitation. Contact: William Short, JU. 6-3265.	LAWRENCE GAINES	43 WEST 54TH STREET SHOWROOM-PENTHOUSE
Monday Oct. 22 7:30 P.M.- 9:30 P.M.	FOURTH SESSION OF FASHION TRAINING COURSE Subject: "Ready-To-Wear Buying"--store, buying office. Speakers: Katherine Murphy, Lord & Taylor; Helen Lee Rimes, Kirby, Block & Co. Fee: \$2.00 for individual lecture. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER HALL 165 WEST 57TH ST.
Monday Oct. 22- Oct. 26	FASHION EXHIBIT OF COTTON FABRICS M. Lowenstein & Sons, printers and manufacturers of cotton and rayon, will present a fabric exhibit. Contact: Willard Y. Stock, BE. 3-8000.	M. LOWENSTEIN & SONS	HOTEL NEW YORKER MEZZANINE
Tuesday Oct. 23 9:30 A.M.	PREVIEW: EMILY WILKENS' HOLIDAY COLLECTION Press preview of Emily Wilkens' Holiday, Cruise and Spring fashions. By invitation only. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Emily Wilkens Publicity: Eleanor Lambert, MU. 8-2130.	EMILY WILKENS	BONWIT TELLER 9TH FLOOR-SALON
Beginning Tuesday Oct. 23 10:30 A.M.	OPENING OF RESORT & SPRING COLLECTION Showing of the Holiday, Resort and Spring collection of Varden Petite at 10:30 A.M. and 2:30 P.M. daily. Publicity: Elsie Brandt, PE. 6-5460.	VARDEN PETITE	530 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Beginning Tuesday Oct. 23 1:00 P.M.; 4:00 P.M.	SHOWING OF RESORT AND SPRING COLLECTION Sam Friedlander will present a collection of Resort and Spring fashions to the press and trade, at 1:00 P.M. and 4:00 P.M. daily, through Nov. 2. By invitation only. Contact: Demi Daniels, PE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM-25TH FLOOR
Beginning Tuesday Oct. 23 2:30 P.M.	SHOWING OF RESORT & SPRING COLLECTION Ira Rentner will present his Resort and Spring collection of dresses and costume ensembles for the junior and petite figure, to the press and trade. By invitation only. <u>Trade showings at 10:30 A.M. and 2:30 P.M. daily thereafter.</u> Publicity: Sherry Royce, CH. 4-5030.	IRA RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM-12TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 23 4:30 P.M. Cocktails	PRESS PREVIEW & FORMAL OPENING OF NEW SALON Formal opening of Mme. Reine's new salon and presentation of Paris de- signed precious jewelry. By invitation. Publ.: Mary Alice Rice, CI.6-1790..	REINE, INC.	4 EAST 57TH STREET SALON
Wednesday Oct. 24 10:00 A.M.	PRESS PREVIEW: NEW TABARIN LINGERIE All nylon show, introducing new lingerie by Tabarin, exclusive with Saks Fifth Avenue, at a preview for the press. By invitation only. Tabarin Publicity: Eleanor Lambert, MU. 8-2130. Saks Fifth Avenue Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Beginning Wednesday Oct. 24 10:30 A.M.	OPENING: RESORT, SPRING AND HOLIDAY COLLECTION Presentation of the Ceil Chapman Spring, Resort and Holiday collection at daily showings, beginning Wed., Oct. 24 at 10:30 A.M. and 2:30 P.M.; Mon., Oct. 29 through Nov. 9 at 2:30 P.M. Publ.: Alto Schiffrine, LA. 4-5800.	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Wednesday Oct. 24 11:00 A.M.	PRESS AND TRADE FABRIC PREVIEWS Wamsutta will invite the press to a display and informal showing of their fabrics from 11:00 A.M. to 1:00 P.M. Trade showing from 2:00 P.M. By invitation only. Contact: MU. 3-6430.	WAMSUTTA MILLS	47 EAST 34TH STREET SHOWROOM
Wednesday Oct. 24 12:30 P.M. Luncheon	SHOWING OF GOTHE WINTER FASHIONS Bonwit Teller will present David E. Gottlieb's Gothe collection of after- noon, cocktail, and evening fashions. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Gothe Publicity: Nona James, CH. 4-7658. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Oct. 24 12:30 P.M. Luncheon	"HATS FOR YOU" LUNCHEON SHOW "Cue" To Fashion--Mme. Aranka will present Holiday and Palm Beach hats for around the clock, around the town, around the world. "Cue" will be repre- sented in the second of a series of magazine fashion shows. Gowns--Philip Hulitar. Press by invitation. Public by reservation. (Price: \$3.25). Contact: Fashion Show Reservation, TE. 8-8000. Mme. Aranka Contact: PL. 8-2966. Pierre Fashion Dir.-Comm.: Nola Luxford, TE. 8-8000.	MME. ARANKA (410 PARK AVENUE)	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 24 2:30 P.M.	PREVIEW OF SPRING 1952 RAINWEAR Lawrence of London will present a collection of Spring and Summer 1952 double purpose coats, treated for rain wear, designed by Adele Lawrence; also, reversibles and adaptations of French and English collections. By invitation only. Contact: Norman J. Lawrence, CH. 4-3815.	LAWRENCE OF LONDON	239 WEST 39TH STREET SHOWROOM-11TH FLOOR
Wednesday Oct. 24 3:30 P.M.- 5:30 P.M.	EXHIBIT OF BRIDE DOLLS & DIAMONDS Mary E. Lewis bridal dolls coordinated with diamond betrothal rings from Hammer Galleries. By invitation only. <u>Open to public</u> : Sat.-Oct. 27 through November 1st. Contact: Chester Hope, SH. 8-6500.	BREVOORT SAVINGS BANK	BANK: 447-86TH ST. BAY RIDGE, BROOKLYN

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Oct. 25 10:30 A.M. Brunch	PREVIEW: NEW FOUNDATION BY FRANCES SIDER Frances Sider and Raymond B. Franklin will present a press preview of "The Body", a new foundation. By invitation only. Julie Isles, LO. 4-3323.	THE BODY FOUNDATIONS, INC. (1407 BROADWAY)	SAVIFY PLAZA CHATEAU ROOM
Beginning Thursday Oct. 25 10:30 A.M.	OPENING OF RESORT & SPRING COLLECTION Kiviette will present her Resort and Spring gowns at 10:30 A.M. and 2:30 P.M. daily; and by appointment. Contact: Diana Bennett, PL. 7-8750.	KIVIETTE GOWNS, INC.	15 WEST 47TH STREET SALON-ROOM 300
Thursday Oct. 25 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOW Presentation of Fall custom-order fashions during luncheon by Phillippa Macdonald. Press by invitation. Public by reservation. (Price: \$3.25) Contact: PL. 9-3000, Ext. 176. Phillippa Macdonald Contact: PL. 5-8372. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	PHILLIPPA MACDONALD (19 WEST 57TH STREET)	HOTEL PLAZA TERRACE ROOM
Beginning Thursday Oct. 25 1:00 P.M.	OPENING OF SPRING COLLECTION Showings at 1:00 P.M. and 4:00 P.M. daily. Publicity: Jeanette C. Michals of Gilbert Advertising, PL. 7-2331.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM-15TH FLOOR
Thursday Oct. 25 4:00 P.M.	OPENING OF CRUISE & SPRING COLLECTION Preview of Vera Maxwell's Cruise and Spring collections to the press and trade. By invitation. Daily showings thereafter at 12:00 Noon and 4:00 P.M. Contact: Janet Hutton, LO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM-26TH FLOOR
Sunday Oct. 28- Nov. 3	NATIONAL PRESS WEEK IN LOS ANGELES The California Fashion Creators will invite fashion editors from newspapers in 50 cities to attend the showings of the Resort and early Spring lines of the group. A presentation of "Wool in California Colors", under the auspices of The Wool Bureau, Inc., will be held in conjunction with National Press Week at a luncheon on <u>Tuesday, Oct. 30</u> . By invitation. Contact: The Wool Bureau in N.Y., PL. 7-5092; or William C. Kent, executive director, California Fashion Creators, 756 South Broadway, L.A.	CALIFORNIA FASHION CREATORS	AMBASSADOR HOTEL LOS ANGELES, CALIF.
Monday Oct. 29 10:00 A.M. Coffee	PREVIEW: RESORT & SPRING COLLECTION Sylvan Rich will present the Resort and Spring collection of Diminutives to the press. By invitation only. <u>Showing to the trade, beginning Wednesday, Oct. 24 at 1:00 P.M. daily.</u> Publ.: Mildred Kaldor, MU. 9-5420.	DIMINUTIVES, INC.	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR
Monday Oct. 29 4:00 P.M. Cocktails	GLOVES FOR CRUISE AND HOLIDAY WEAR Informal fashion showing and display of French gloves and adaptations for Cruise and Holiday wear, at a "Cocktail Cruise" for the press with Paul Chanut, French glove couturier of "Aris of Paris" in Petit Salon of Park Lane Hotel. By invitation only. Publicity: Helen Markwett, MU. 5-4311.	ARIS GLOVES	PARK LANE HOTEL 48TH ST. & PARK AVE.
Beginning Monday Oct. 29	OPENING: PEARL COLLECTION DESIGNED BY MICHAEL PAUL Debut of a collection of Marvella pearls and jewelry for Resort wear, designed by Michael Paul. Contact: Jack Green or Dick Weinreich, MU. 5-9671.	MARVELLIA PEARLS (WEINREICH BROS., INC.)	383 FIFTH AVENUE SHOWROOM-5TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 29- Nov. 1	NATIONAL SHOE FAIR IN CHICAGO Contact: George E. Gayou, Manager, Palmer House, Room 953 W, Chicago. Fashion Press Contact: Alice Dowd, 342 Madison Ave., Room 302, MU. 7-0330.	NAT'L SHOE MFRS. ASS'N.; & SHOE RETAILERS ASS'N.	CHICAGO, ILLINOIS
Tuesday Oct. 30 3:00 P.M. Cocktails	PRESS PREVIEW OF SUMMER COLLECTION White Stag will introduce an extensive Summer collection "for the great American backyard" in the Moderne Room of Belmont Plaza Hotel. By invitation only. Publicity: Gloria Gelfand, BR. 9-1974.	WHITE STAG MFG. CO. (PORTLAND, OREGON)	BELMONT PLAZA HOTEL LEX. AVE. & 49TH ST.
Tuesday Oct. 30 4:30 P.M. Cocktails	PREVIEW: SWIM CAP & BEACH BAG FASHIONS Press showing of Kleinert's swim caps and beach bags at cocktail party. By invitation only. Publicity: Virginia MacAuley, MU. 2-8891.	KLEINERT'S	485 FIFTH AVENUE SHOWROOM-3RD FLOOR
Tuesday Oct. 30- Nov. 6	SIXTY-THIRD ANNUAL NATIONAL HORSE SHOW Publicity: Alden E. Calkins, 350 Fifth Avenue, PE. 6-0578.	NATIONAL HORSE SHOW ASS'N. OF AMERICA, LTD.	MADISON SQ. GARDEN 8TH AVE. & 50TH ST.
Wednesday Oct. 31 10:30 A.M.	SHOWING OF 1952 SPRING COLLECTION Press showing of the Christian Dior-New York collection for Spring and Resort, 1952. Attendance by invitation only.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SALON-7TH FLOOR
Wednesday Oct. 31 12:30 P.M. Luncheon	RESORT & HOLIDAY FASHIONS AT LUNCHEON SHOWING Presentation of Leonard Arkin's afternoon and cocktail dresses and ensembles for Resort and Holiday wear. Press by invitation. Public by reservation; contact: EL. 5-3000. Leonard Arkin Publicity: Ann Rabin, WI. 7-5324. Waldorf-Astoria Fashion Publ.: Madeleine Riordan, EL. 5-3000.	LEONARD ARKIN	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Oct. 31 12:30 P.M. Luncheon	"COTILLION BLUE" FASHIONS AT LUNCHEON Bonwit Teller will present Holiday and Winter fashions; also, a group of clothes in a new color--"Cotillion Blue", as featured in the November issue of "Harper's Bazaar". Fashions by: Larry Aldrich; Ceil Chapman; Dave Bellsey; Philip Hulitar; Maurice Rentner; Herbert Sondheim; Will Steinman; Varden. Press by invitation. Public by reservation. Contact: Fashion Show Reservations, TE. 8-8000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BONWIT TELLER	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 31 3:30 P.M. Cocktails	PRESS PREVIEW OF MATERNITY FASHIONS "Page Boy Roundup"--first showing of Spring maternity fashions at a preview for the press. Hats--John Frederics. <u>Showing at 4:00 P.M.</u> By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	PAGE BOY MATERNITY FASHIONS	STORK CLUB 3 EAST 53RD STREET
Oct. 31	HALLOWE'EN (Wednesday).		
Thursday Nov. 1 11:00 A.M.	PRESS PREVIEW OF SPRING COLLECTION Presentation of Virginia Spears Juniors (Spears-Epstein, Inc.) Advance Spring collection. By invitation only. Publ.: Viola Shefer, PL. 3-3173.	VIRGINIA SPEARS JUNIORS (SPEARS-EPSTEIN, INC.)	1400 BROADWAY SHOWROOM-32ND FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Nov. 1 1:00 P.M. Luncheon	HAND-KNIT FASHIONS AT LUNCHEON SHOW Susan Levrant will present a collection of hand-knit fashions for daytime, resort and evening wear, shown with Trifari jewelry and Coblentz bags. Press by invitation. Public by reservation. (Price: \$3.25). Contact: PL. 9-3000, Ext. 176. Show Publicity and Commentator: Dorothy Lansing, PL. 9-7598. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SUSAN LEVRANT (108 W. 57TH STREET)	HOTEL PLAZA TERRACE ROOM
Thursday Nov. 1 4:00 P.M. Champagne	PREVIEW: CRUISE & SPRING COLLECTION Oleg Cassini's Cruise and Spring wholesale collection will be presented to the press. By invitation. Publicity: Alfred Davidson Assoc., JU.6-3450.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM-11TH FLOOR
Monday Nov. 5 9:30 A.M. Coffee	PRESS PREVIEW OF MATERNITY FASHIONS Lane Bryant will invite the press to a preview of maternity fashions by Helene Scott. By invitation only. Publicity: Paula Miller, LE. 2-0200.	LANE BRYANT	465 FIFTH AVENUE 10TH FLOOR
Monday Nov. 5- Nov. 11 12:00 Noon- 11:00 P.M.	TWENTY-EIGHTH ANNUAL WOMEN'S EXPOSITION The Women's International Exposition covers women's interests, with a daily presentation of a "Fashion Extravaganza" on the stage. Admission: 50¢ plus tax. Publicity: Aileen Fogarty, EL. 5-6316.	WOMEN'S INTERNATIONAL EXPOSITION	71ST REG. ARMORY PARK AVE. & 34TH ST.
Monday Nov. 5 2:30 P.M.	SPRING LINE: BRIGANCE OF FRANK GALLANT Press preview of Spring coat and suit collection, designed by Brigance of Frank Gallant. By invitation. <u>Beginning Wednesday, Nov. 7 at 10:30 A.M. daily, there will be trade showings of the Frank Gallant collection, including the clothes by Brigance.</u> Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM-5TH FLOOR
Monday Nov. 5 3:30 P.M.- 7:00 P.M. Cocktails	PATENT LEATHER COLORS AND COMBINATIONS Preview of patent leather fashions for Resort and Spring in shoes and accessories. New colors and combinations, will be presented by the Patent Leather Bureau, as interpreted by leading designers and manufacturers, and coordinated with the new fabrics in ready-to-wear. By invitation only. Publicity: Lucille Turner, PL. 8-2836.	PATENT LEATHER BUREAU	SHERRY NETHERLAND CHANTECLAIR ROOM
Monday Nov. 5 4:00 P.M. Cocktails	PRESS PREVIEW: SPRING SUITS AND COATS Cocktail preview for the press of the Spring collection of suits and coats, designed by Willi. By invitation only. <u>Trade showings, beginning Wednesday, Nov. 7 at 11:45 A.M. (buffet luncheon) and 3:45 P.M. daily; from Nov. 12, only at 11:45 A.M. (buffet luncheon).</u> Publicity: Angeline Dougherty, CH. 4-2308.	WILL NEMEROV, INC.	500 SEVENTH AVENUE SHOWROOM-11TH FLOOR
Beginning Monday Nov. 5	OPENING OF SPRING SHOE COLLECTIONS The Guild of Better Shoe Manufacturers will present their Spring shoe collections. Members include: Andrew Geller; Jerro Brothers; John Marino; I. Miller, Newton Elkin; Palter DeLiso; M. Wolf; Zuckerman & Fox. Publicity: Doris Beechman, MU. 9-5200.	GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS
Nov. 6	ELECTION DAY (Tuesday).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 7 12:30 P.M. Luncheon	HOLIDAY FASHIONS BY MOLLIE PARNIS Presentation of Holiday fashions, designed by Mollie Parnis for Parnis-Livingston. Showing at 1:00 P.M. Press by invitation. Public by reservation: contact: Headwaiter, EL. 5-3000. Parnis-Livingston Publ.: Eleanor Lambert, MU. 8-2130. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000.	PARNIS-LIVINGSTON	WALDORF-ASTORIA EMPIRE ROOM
Beginning Thursday Nov. 8 10:30 A.M.	OPENING: SPRING COAT AND SUIT COLLECTION Showing of the George Jablow Spring coat and suit collection at 10:30 A.M. and 2:00 P.M. daily. Contact: Arthur Jablow, PE. 6-7530.	GEORGE JABLOW & CO., INC.	530 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Thursday Nov. 8 1:00 P.M. Luncheon	SHOWING OF CUSTOM ORIGINALS FOR WINTER Farquharson & Wheelock will present a collection of custom-originals for Winter during luncheon. Press by invitation. Public by reservation. (Price: \$3.25). Contact: PL. 9-3000, Ext. 176. Farquharson & Wheelock Publicity and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	FARQUHARSON & WHEELLOCK	HOTEL PLAZA TERRACE ROOM
Thursday Nov. 8 8:30 P.M.	FASHION PANORAMA FOR INTERFAITH BUILDING FUND A gala presentation of Parisian and American Spring ready-to-wear for women, men and children by leading designers and manufacturers. Coats, dresses, suits, furs, accessories and a special scene representing fabric houses. Staged by Lester Gaba. Guest Speaker: Adm. Richard E. Byrd; also, personalities from stage, screen, television, radio, fashion press. For benefit of Interfaith Brotherhood House Building Fund. Tickets: \$1.20-\$12.00. Executive Manager-Public Relations: Claire A. Wolff, LO. 4-7230.	MEN'S, WOMEN'S & CHILDREN'S MARKETS	MADISON SQ. GARDEN 8TH AVE. & 50TH ST.
Friday Nov. 9 10:30 A.M.	PRESS PREVIEW OF SPRING COLLECTION The Spring collection of coats and suits, designed by Seymour Fox, and introducing exclusive colors and fabrics, will be presented to the press. By invitation only. Publicity: Ann R. Silver Associates, MU. 7-3654.	SEYMOUR FOX (FOX & CO.)	512 SEVENTH AVENUE SHOWROOM-34TH FLOOR
Tuesday Nov. 13 11:00 A.M.	PRESS PREVIEW: SPRING COAT & SUIT COLLECTION Presentation of "Heatherton" coats and suits by Empire Imports. By invitation only. Publicity: Kay Norton, PL. 3-0236.	"HEATHERTON" BY EMPIRE IMPORTS, INC.	1410 BROADWAY SHOWROOM-24TH FLOOR
Tuesday Nov. 13 2:30 P.M.	PRESS PREVIEW OF CUSTOM-MADE FASHIONS Zoe de Salle will present her collection of Winter-into-Spring custom-made dresses, coats and suits. By invitation. Contact: Carlos Diaz, PL. 3-0396.	ZOE DE SALLE	18 EAST 53RD STREET SAION
Tuesday Nov. 13 4:30 P.M. Cocktails	PREVIEW OF SPRING CLOTHES FOR BOYS Spring showing of Hi-Line's "Clothes For Young Sirs"---sizes 2 to 7. By invitation only. Publicity: Bea Baris, LO. 4-5114.	HI-LINE (1350 BROADWAY)	CARNIVAL ROOM 8TH AVE. & 51ST ST.
Tuesday Nov. 13 8:00 P.M.	OPENING: METROPOLITAN OPERA'S 67TH SEASON Grand opening of the 1951-52 Metropolitan Opera Season, with presentation of Verdi's AIDA. Publicity: Margaret Carson, PE. 6-1200.	METROPOLITAN OPERA ASSOCIATION, INC.	MET. OPERA HOUSE B'WAY & 39TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 14 12:30 P.M. Luncheon	COCKTAIL & EVENING FASHIONS AT LUNCHEON Russeks Fifth Avenue will present cocktail and evening fashions during luncheon. Press by invitation. Public by reservation; contact: Head-waiter, EL. 5-3000. Russeks Publicity: Florence Lord, WI. 7-1900. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Nov. 14 12:30 P.M. Luncheon	FASHION SHOW DURING LUNCHEON A collection of Winter fashions by Mina Harris, coordinated with Selwyn Furs, and the "Park Avenue Social Review." (The third in the magazine series of fashion shows). Hairstyles--Leorange. Fashion Show Coordinator: Rosalyn Bader. Press by invitation. Public by reservation. Contact: Fashion Show Reservations, TE. 8-8000. Hotel Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	MINA HARRIS, INC.; SELWYN FURS, INC.	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 14 4:00 P.M.- 6:00 P.M.	SPRING FASHIONS FOR BOYS AT PRESS SHOW "A Wardrobe For Little Men Only"---New Idea Yankee Togs will present a preview of Spring wear for boys, ages 1 to 8. By invitation only. Publicity: Ruth Emmett, LO. 3-5500.	NEW IDEA YANKEE TOGS	PLACE TO BE ANNOUNCED
Thursday Nov. 15 12:00 Noon Luncheon	SHOWING OF FRENCH SPRING HAT COLLECTIONS Showing of Spring hats from specially selected French collections, at a luncheon for the press and manufacturers. By invitation only. Fashion Coordinator and Publicity: Maud G. Moody, LE. 2-4049.	ASSOCIATED BUCKRAM SHAPE MANUFACTURERS	HOTEL ASTOR NORTH BALLROOM
Thursday Nov. 15 12:30 P.M. Luncheon	BENEFIT LUNCHEON & FASHION SHOW "Treasure Hunt"---a special fashion showing of Laddie Northridge hats and Kiviette gowns at a benefit luncheon for Virginia Day Nursery. Press by invitation. Public by reservation. Contact: Fashion Show Reservations, TE. 8-8000. Northridge Publicity: Donna Cannon, PL. 3-7072. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	LADDIE NORTHRIDGE; KIVIETTE GOWNS, INC.	HOTEL PIERRE COTILLION ROOM
Thursday Nov. 15 1:00 P.M. Luncheon	HANNAH TROY FASHIONS AT LUNCHEON SHOW De Pinna will present a collection of Hannah Troy fashions for Holiday and Winter. Press by invitation. Public by reservation. (Price: \$3.25). Contact: PL. 9-3000, Ext. 176. De Pinna Publicity: Jeanne McDonagh, MU. 8-2000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM
Monday Nov. 19 12:15 P.M. Luncheon	ANNUAL MEMBERS' LUNCHEON MEETING The Fashion Group will have its annual members' luncheon meeting. Chairman: Eleanor W. Howard. (More details later). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Monday Nov. 19 4:00 P.M.	PRESS SHOWING OF RESORT COLLECTIONS Lord and Taylor will invite the press to a showing of Resort collections. By invitation only. Publicity: Gloria Carr, WI. 7-3300.	LORD AND TAYLOR	5TH FLOOR BIRD CAGE
Nov. 19- Nov. 25	FORTY-FIFTH ANNUAL CHRISTMAS SEAL CAMPAIGN. Contact: New York Tuberculosis and Health Association, Inc., 386 Fourth Avenue, MU. 5-2240.		-8-

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 21 12:30 P.M. Luncheon	CHILDREN'S FASHIONS AT LUNCHEON SHOWING Bo-Peep Fashions will present a collection of children's wear for Holiday, 6 months to 6 years, designed by Hulda Schorr. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bo-Peep Fashion Publicity: Peggy Caile, WI. 7-1562. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BO-PEEP FASHIONS (64 WEST 36TH STREET)	WALDORF-ASTORIA EMPIRE ROOM
Nov. 22	THANKSGIVING DAY (Legal Holiday--Thursday).		
Friday Nov. 23 2:30 P.M.	HOLIDAY CLOTHES FROM "YOUNG NEW YORKER SHOP" Presentation of a collection of Holiday fashions from the "Young New Yorker Shop". Press invited. Open to public. Publicity: Gloria Carr, WI. 7-3300.	LORD AND TAYLOR	6TH FLOOR-YOUNG NEW YORKER SHOP
Saturday Nov. 24- Dec. 1	"GIVE HANDKERCHIEF WEEK" PROMOTION Theme: "It's Smart To Give Handkerchiefs". Publ.: Mary Marsh, PL. 7-5809.	HANDKERCHIEF PROMOTIONS INC. (HaP)	THROUGHOUT THE COUNTRY
Wednesday Nov. 28 12:30 P.M. Luncheon	CRUISE FASHIONS AT LUNCHEON SHOW Carolyn Schnurer will present a collection of Cruise fashions during luncheon. Press by invitation. Public by reservation. (Price: \$3.25). Contact: Headwaiter, TE. 8-8000. Carolyn Schnurer Publicity: Lee Walker, CH. 4-4587. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	CAROLYN SCHNURER	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 28 12:30 P.M. Luncheon	CRUISE FASHIONS AT LUNCHEON SHOWING Presentation of Cruise fashions by Margaret Newman during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Margaret Newman Publicity: Nancy Dutton, TR. 9-1061. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	MARGARET NEWMAN, INC.	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Nov. 28 3:30 P.M. Cocktails	PREVIEW OF SPRING FOUNDATIONS & BRAS Preview of Spring line of Flexees foundations, bras and girdles. <u>Showing at 4:00 P.M.</u> By invitation only. Publicity: Sandra Kahn, MU. 9-2100.	FLEXEES---ARTISTIC FOUNDATIONS, INC.	417 FIFTH AVENUE SHOWROOM
Thursday Nov. 29 1:00 P.M. Luncheon	HOLIDAY AND CRUISE FASHIONS AT LUNCHEON Showing of Mme. Garnett's Holiday and Palm Beach ready-to-wear fashions Press by invitation. Public by reservation: (Price: \$3.25). Contact: PL. 9-3000, Ext. 176. Mme. Garnett Contact: Margaret Troop, EL. 5-5275. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MME. E. GARNETT	HOTEL PLAZA TERRACE ROOM
Wednesday Dec. 5 12:30 P.M. Luncheon	DAVID CRYSTAL'S RESORT FASHIONS AT LUNCHEON Saks Fifth Avenue will present a collection of Resort and Cruise fashions by David Crystal, Izod of London and Haymaker. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. David Crystal Publicity: Terry Mayer, BR. 9-6560. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM

MOVIES...MUSIC...TELEVISION...THEATRE

- Friday
Oct. 19 OPENING: "LOVE AND LET LOVE" PLYMOUTH THEATRE, 236 WEST 45TH ST.
Anthony B. Farrell will present a new comedy written and directed by Louis Verneuil. Starring Ginger Rogers with Tom Helmore. Setting: Ralph Alswang. Costumes: Jean Louis. Publicity: Nat Dorfman, LO. 3-0858.
- Saturday
Oct. 20 TELEVISION: "FASHION MAGIC" WCBS-TV, CHANNEL 2
Oct. 20 at 11:00 A.M.: Fall fashions designed by Carolyn Schnurer. Oct. 23
11:00 A.M. at 3:30 P.M.: Carrie Munn's collection of Fall fashions. Show Producer:
Oct. 23 Sylvia Friedlander. Show Contact: Hope Crampton, JU. 6-4335.
- Monday
Oct. 22 PREMIERE: "MILL ON THE PO" (Movie) WORLD THEATRE, 153 WEST 49TH
Lux Film Distributing Corporation will present a love story about a feud between two families. The film is in Italian with English titles by Clare Catalano. Stars: Carla del Poggio and Jacques Sernas. Director: Alberto Lattuada. Publicity: Marjorie Thirer Geiss, BR. 9-0137.
- Monday
Oct. 22 ONE PERFORMANCE: "DON JUAN IN HELL" CARNEGIE HALL, 7TH AVE. & 57TH STREET
The First Drama Quartette, starring Charles Boyer, Charles Laughton, Cedric Hardwicke, and Agnes Moorehead, in George Bernard Shaw's dream sequence of "Man and Superman". Producer: Paul Gregory. Director: Charles Laughton. (A return engagement may be played on Dec. 10). Tickets: \$1.20-\$4.80 (tax included). Publicity: Karl Bernstein, CI. 6-0427.
- Oct. 22-
Oct. 27 ANNUAL NATIONAL BUSINESS SHOW AT GRAND CENTRAL PALACE, 480 LEXINGTON AVE.
Contact: PE. 6-6760.
- Beginning
Tuesday FIFTH WEEK: NEW YORK CITY OPERA CO. CITY CENTER, 131 WEST 55TH STREET
Oct. 23: DIE MEISTERSINGER; Oct. 24: THE TALES OF HOFFMANN; Oct. 25: AIDA;
Oct. 26: DON GIOVANNI; Oct. 27, Mat: CARMEN; Oct. 27, Eve.: FAUST. Oct. 28,
Mat.: MADAMA BUTTERFLY; Oct. 28, Eve.: THE DYBBUK. Tickets: \$1.50-\$3.60.
Publicity: Isadora Bennett, EL. 5-4147.
- Wednesday
Oct. 24 OPENING: "THE FOURPOSTER" BARRYMORE THEATRE, 243 WEST 47TH ST.
Jessica Tandy and Hume Cronyn in Jose Ferrer production of Jan de Hartog's comedy about marriage. Presented by The Playwright's Company. Setting: Syrjala. Costumes: Lucinda Ballard. Publicity: William Fields, CI. 5-7930.
- Friday
Oct. 26 AL JOLSON REMEMBRANCE NIGHT BENEFIT CARNEGIE HALL, 7TH AVE. & 57TH ST.
8:30 P.M. Joe Franklin and Samuel Rose will present Milton Berle, Jimmy Durante, Ken Murray, Ilona Massey, Robert Alda, Billy Daniels and many others in a revue staged in memory of Al Jolson, for the benefit of the N.Y. Cardiac Home, Inc. Director: Arthur Klein. Tickets: \$2.40-\$7.20 (tax included). Publicity: Ross Associates, BR. 9-5906.
- Tuesday
Oct. 30 OPENING: "THE NUMBER" BILTMORE THEATRE, 261 WEST 47TH ST.
A melodrama by Arthur Carter will be presented by Paul Vroom and Irving Cooper. Stars: Dane Clark and Martha Scott. Director: George Abbott. Settings: Ralph Alswang. Costumes: Jocelyn. Publicity: Dick Weaver, CI. 5-6000.
- Wednesday
Oct. 31 OPENING: "BAREFOOT IN ATHENS" MARTIN BECK THEATRE, 302 W. 45TH ST.
Maxwell Anderson's new play will be presented by The Playwrights Company. Stars: Barry Jones. Director: Alan Anderson. Settings: Boris Aronson. Costumes: Bernard Rudofsky. Publicity: William Fields, CI. 5-7930.